



Ryan Walters <walters1976@gmail.com>

Re: Fw: request to continue using SHTU logo with disclaimer

1 message

Ryan Walters <rwalters@ohioconstitution.org>

Wed, Jul 11, 2012 at 9:46 AM

To: Ryan Walters <rwalters@ohioconstitution.org>

>

> ----- Forwarded Message -----

> From: William Gruber <william.gruber@shakeronline.com>> To: Mark Zetzer <mjzjr@sbcglobal.net>

> Sent: Fri, June 15, 2012 8:06:09 PM

> Subject: RE: request to continue using SHTU logo with disclaimer

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> That has been our concern all along—the confusion and dilution of the

> impact of the logo. The disclaimer idea would not cure that problem

> for us, and could make it worse.

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>

> William M. Ondrey Gruber

>

> Director of Law

>

> 3400 Lee Road

>

> Shaker Heights, Ohio 44120

>

> (216) 491-1445

>

> william.gruber@shakeronline.com

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> From: Mark Zetzer [mailto:mjzjr@sbcglobal.net]

> Sent: Friday, June 15, 2012 11:41 AM

> To: William Gruber

> Subject: Re: request to continue using SHTU logo with disclaimer

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> Bill,

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> Hmmm, I am having trouble understanding: what exactly is your main
> concern - - that citizens will confuse our logo with the Shaker
> Heights logo,
> and think we are speaking for the city? Or something else?

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> Mark
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> From: William Gruber <[william.gruber@shakeronline.com](mailto:wiliam.gruber@shakeronline.com)>
> To: Mark Zetzer <mjzjr@sbcglobal.net>
> Sent: Fri, June 15, 2012 8:42:02 AM
> Subject: RE: request to continue using SHTU logo with disclaimer

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> Mark,
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> I appreciate that you are bringing this question to me, but I do not
> see how a disclaimer solves our main concern. The logo will still be
> prominent on materials and standout, and it would then carry a
> disclaimer that it is not the City's logo, potentially creating even
> more confusion.

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> How about if you continue to use it on the Internet but not on printed
> materials?
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> Bill
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>
> William M. Ondrey Gruber
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> Director of Law
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> 3400 Lee Road
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> [william.gruber@shakeronline.com](mailto:wiliam.gruber@shakeronline.com)
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> From: Mark Zetzer [mailto:mjzjr@sbcglobal.net]
> Sent: Thursday, June 14, 2012 11:54 PM
> To: William Gruber
> Subject: request to continue using SHTU logo with disclaimer
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Bill,
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> Before I start designing a new logo for the Shaker Heights Taxpayers
> Union, I have a question: would it be possible to continue using the
> current logo on the Internet and on printed materials (e.g., signs,
> stickers, t-shirts, posters, buttons) if we included a disclaimer
> stating that we're not affiliated with the City of Shaker Heights?
> Wouldn't that prevent confusing our logo with the City's trademark?
>
> I know I agreed to change the current logo to avoid having to defend
> myself in court, but our two-leaf and two-dollar sign design is really
> perfect for our purposes and I wonder if a disclaimer might solve the
> problem without extra work on my part. We would be happy to consider
> any language that you might recommend for such a disclaimer, and would

> be very likely to use it, so long as it's not completely unreasonable

> (too lengthy, etc.).

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> Thanks,

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> Mark Zetzer

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> Sign up for City of Shaker Heights E-News!

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> Sign up for City of Shaker Heights E-News!

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